



Digital Marketing Portfolio

Paid + Organic Campaign Report



INTRODUCTION

Digital Hub Studio is a world where thoughts come to life and narrate an unforgettable tale. That's our forte. We have a team of professionals who create brand stories by using advanced tools and modern techniques of digital marketing in economical budget. We deal in Digital Marketing, website development, Social media Strategies, Graphic designing and Video Animations.

Avail Digital Marketing solutions to unlock the world of possibilities in digital realm. Digital Hub Studio is popular with an excellent track record of customer satisfaction because we never compromise on the quality and services we provide.

KPI's

1. Google ads :

- Sales
- CTR
- CPC

2. Facebook ads:

- Leads
- Reach

3. Designing Content

- Social media posts designs

4. SEO Results

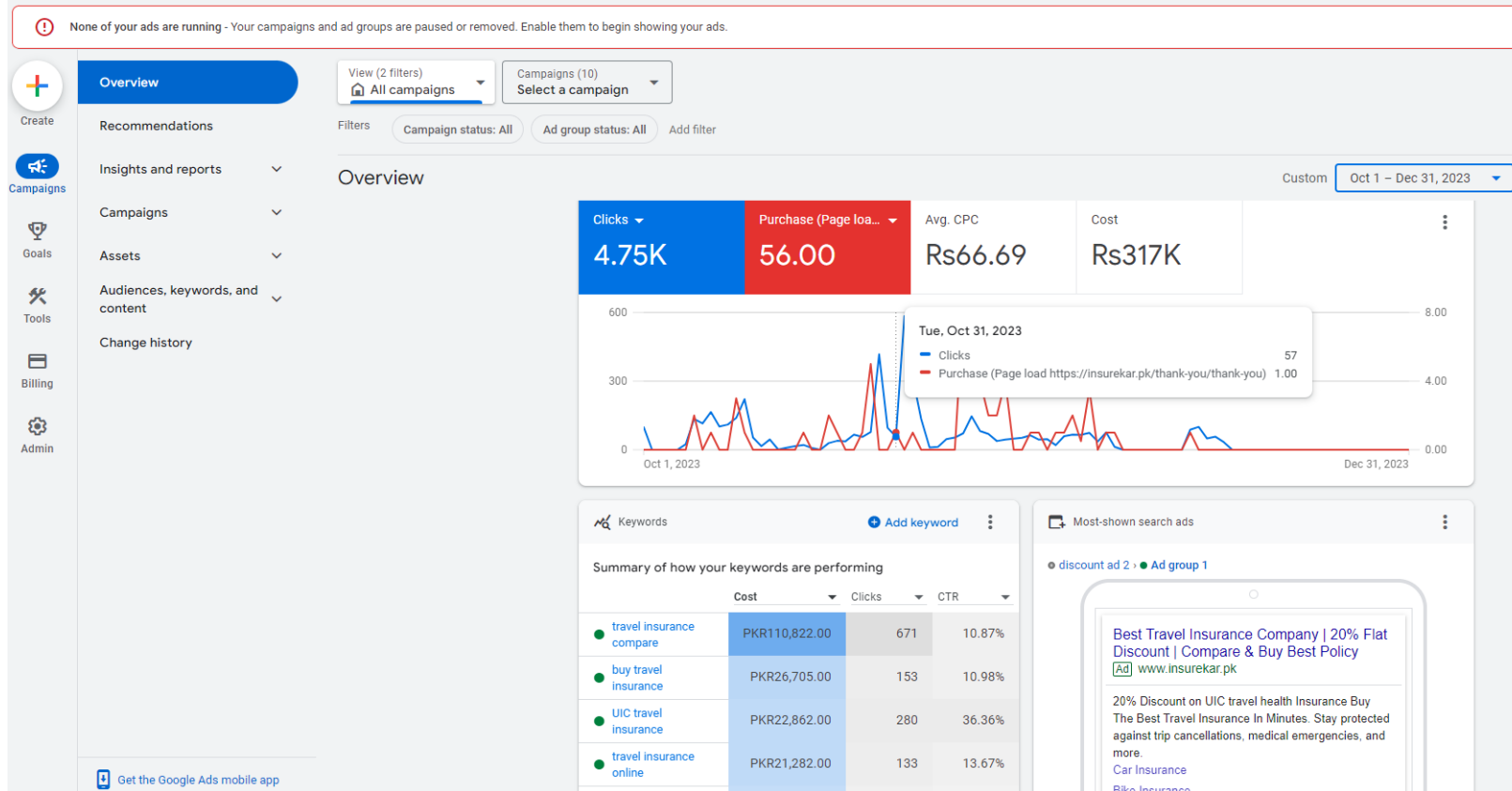
- Ranking
- DA
- Speed Optimization
- Organic traffic

5. Organic Social Media :

- Reach
- Likes
- Followers
- Leads
- Messages



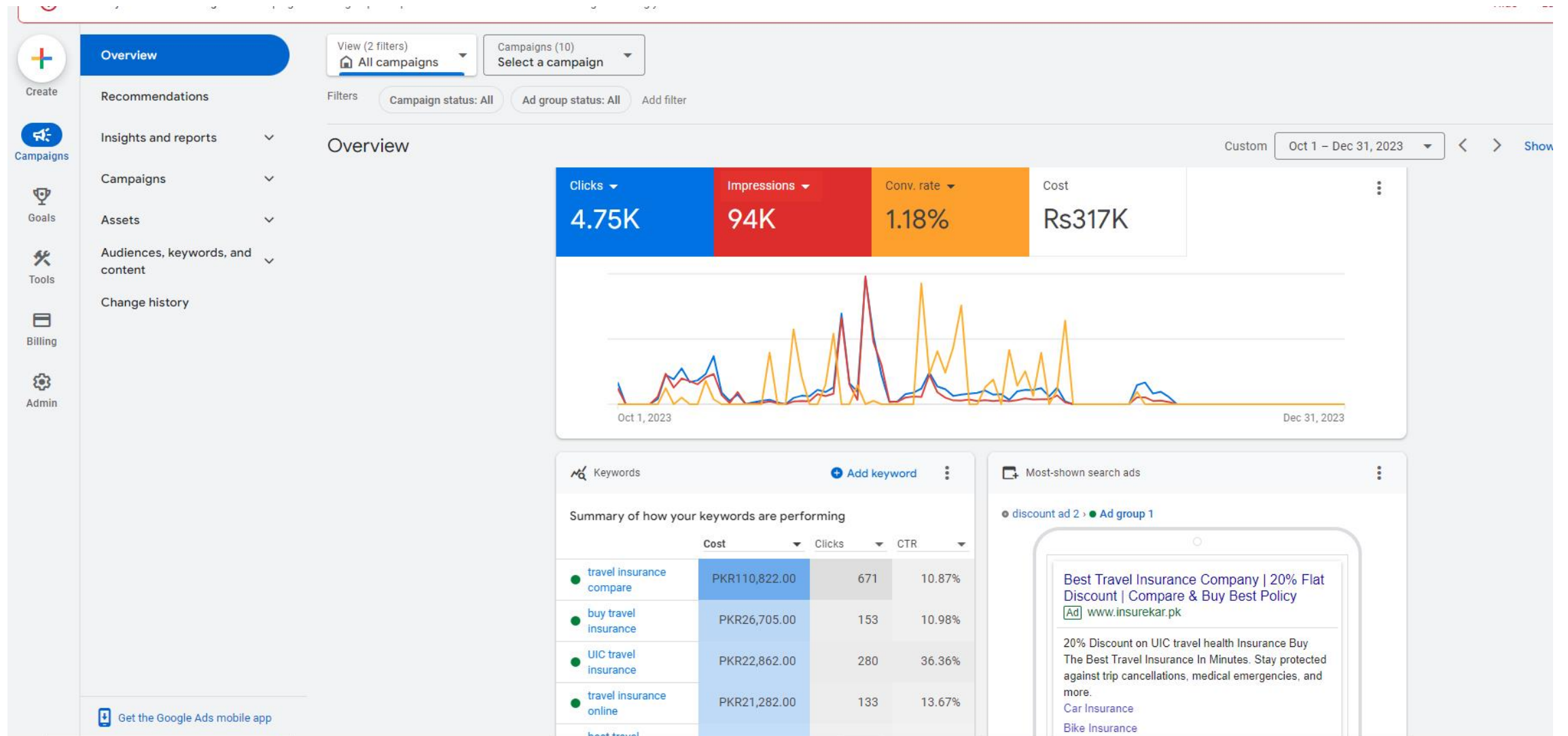
Google ADS



1. Google Ads update:

- 56 sales
- Impressions
- Reach
- Clicks
- CTR

Google ADS

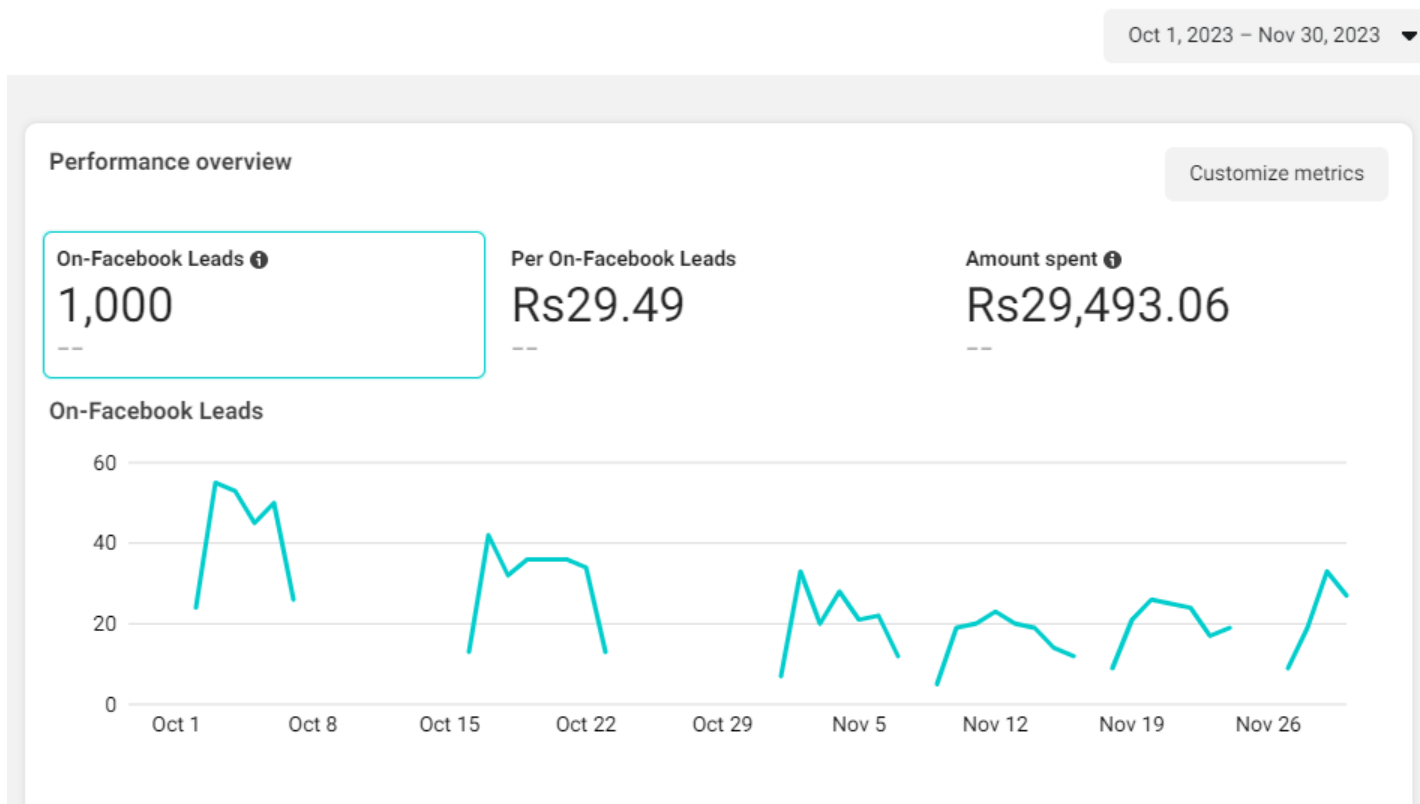




Social Media Marketing **Portfolio**

The purpose of this Social Media Marketing proposal along with information and pricing for a custom Social Media Marketing solution based on your needs and market Realities. At the end of this document, you'll find a pricing table that includes the services we offer. If after reviewing our full list of services you feel Interested then we can start working right now. Once you're happy with the services and prices for your custom digital marketing solution, we'll move forward from there!

Facebook Ads leads



2. Facebook Ads update:

- Get 1000 leads
- Cost 30k
- Reach 47,504

Facebook Ads leads

Oct 1, 2023 – Dec 31, 2023 ▼

Performance overview

Customize metrics

On-Facebook Leads ⓘ

1,409

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Per On-Facebook Leads

Rs56.65

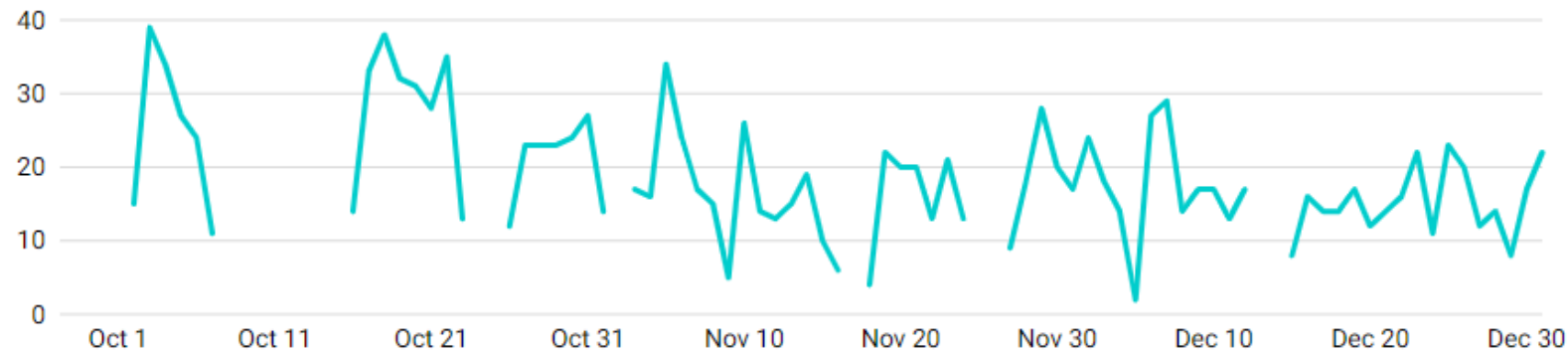
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Amount spent ⓘ

Rs79,826.58

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On-Facebook Leads



2. Facebook Ads update:

- Get 1409 leads
- Cost 80k
- Reach 114,838



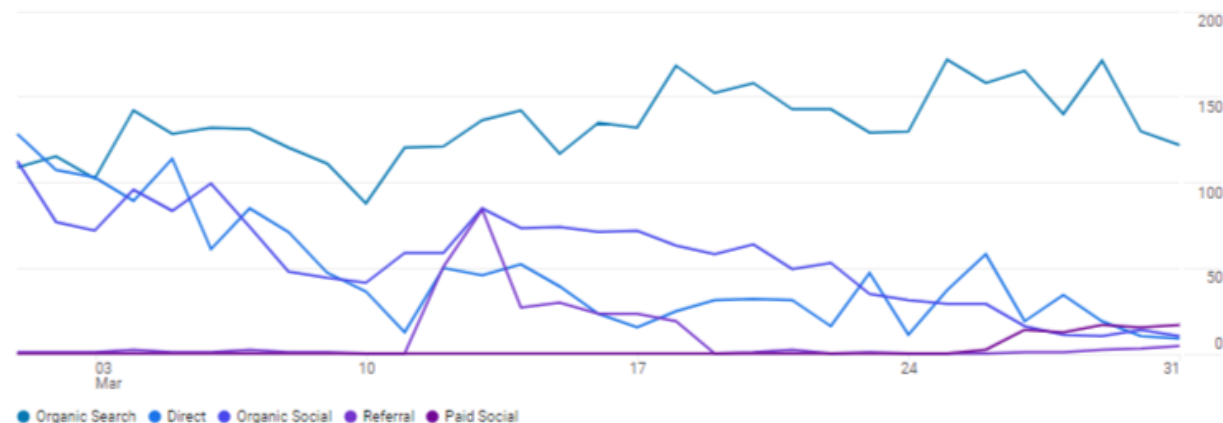
SEO Marketing **Portfolio**

We implement some of the latest SEO techniques that will help website get better search results in the long run.

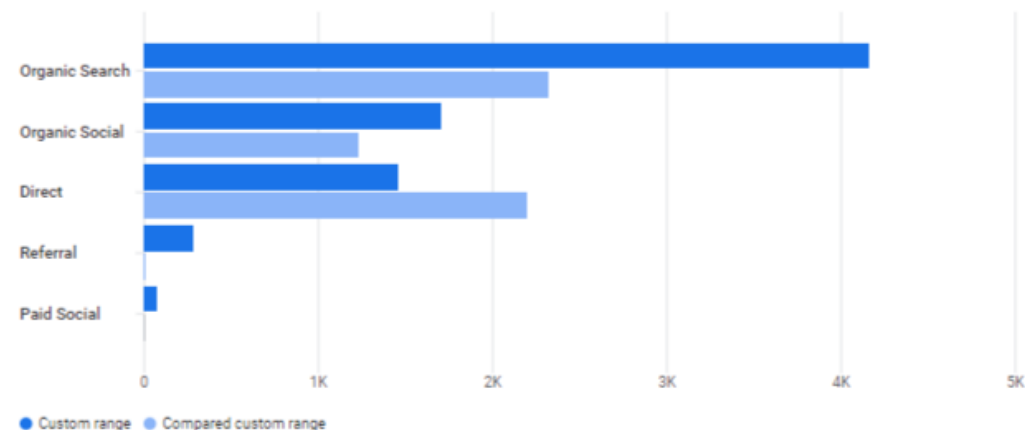
- Page speed optimization for desktop & mobile.
- White hat techniques, manual work, & reporting system.
- Boost your sales with strategically built user experience

User Acquisition from Different Channel Group

New users by First user primary channel group (Default channel group) over time



New users by First user primary channel group (Default channel group)



Search...

Rows per page: 10 1-5 of 5

First user prim...channel group) ▾		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Key events All events ▾	Total revenue
SHOW ALL ROWS		7,690 vs. 5,762 ↑ 33.46%	5,642 vs. 4,142 ↑ 36.21%	59.99% vs. 60.49% ↓ -0.83%	0.72 vs. 0.71 ↑ 0.93%	1m 10s vs. 68.68 ↑ 2.79%	44,492 vs. 31,228 ↑ 42.47%	0.00 vs. 0.00	Rs0 vs. Rs0
1	Organic Search								
	1 Mar - 31 Mar 2024	4,162	3,539	66.2%	0.83	1m 30s	25,574	0.00	Rs0
	1 Feb - 29 Feb 2024	2,319	1,878	61.74%	0.79	1m 32s	13,582	0.00	Rs0
	% change	79.47%	88.45%	7.23%	4.54%	-1.63%	88.29%	0%	0%
2	Organic Social								
	1 Mar - 31 Mar 2024	1,711	719	39.75%	0.42	34s	7,931	0.00	Rs0
	1 Feb - 29 Feb 2024	1,234	512	39.2%	0.41	37s	5,668	0.00	Rs0
	% change	38.65%	40.43%	1.38%	1.13%	-7.8%	39.93%	0%	0%

Achieved Organic

Study Abroad Consultants Lahore #1

Search bar: Study Abroad Consultants Lahore

1 ▶  Paragon Overseas Education
<https://paragoneducation.pk> > study-abroad-consultants... ⋮


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Consultants in Lahore #4


Consultants in Lahore

4 ▶

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Achieved Organic

Education Consultants in Pakistan # 6


Education Consultants in Pakistan

6 ▶

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Malaysia study visa for Pakistani # 4

Malaysia study visa for Pakistani

4 ▶

 Paragon Overseas Education
<https://paragoneducation.pk> > study-in-malaysia-from-p...

Study in Malaysia From Pakistan

22-Nov-2023 — **Paragon Overseas Education** Your gateway to study in the Malaysia from Pakistan. Expert advice on admissions, scholarships, and visa process.

Google Analytics 1st March 2024 to 31th March 2024

Users ?

7.9K

New users ?

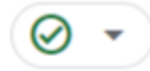
7.7K

Average engagement time ?

1m 10s

Total revenue ?

Rs0



Google My Business Reviews

Paragon Overseas Education Pvt. Ltd

Website

Directions

Save

Call

4.7 ★★★★★ 231 Google reviews

Address: 28-B, Block, C/II MM Alam Rd, Block C 2
Gulberg III, Lahore, Punjab

Time period

📅

Mar 2024–Mar 2024

▼

- Overview
- Calls
- Messages
- Bookings
- Directions
- Website clicks

463


Business Profile interactions ⓘ

📈 +109.5% (vs Mar 2023)



1st March 2024 to 31th March 2024 Call

Time period

 Mar 2024–Mar 2024

▼

Overview

Calls

Messages

Bookings

Directions

Website clicks

135

Calls made from your Business Profile


↗ +62.7% (vs Mar 2023)

12



1st March 2024 to 31th March 2024 Direction

Time period

 Mar 2024–Mar 2024

▼

Overview

Calls

Messages

Bookings

Directions

Website clicks

282

Direction requests made from your Business Profile

↗ +171.2% (vs Mar 2023)

1st March – 31th March 2024 Comparison to 1st Feb 2024 – 29th Feb 2024

Users ?

7.9K

↑ 35.0%

New users ?

7.7K

↑ 33.5%

Average engagement time ?

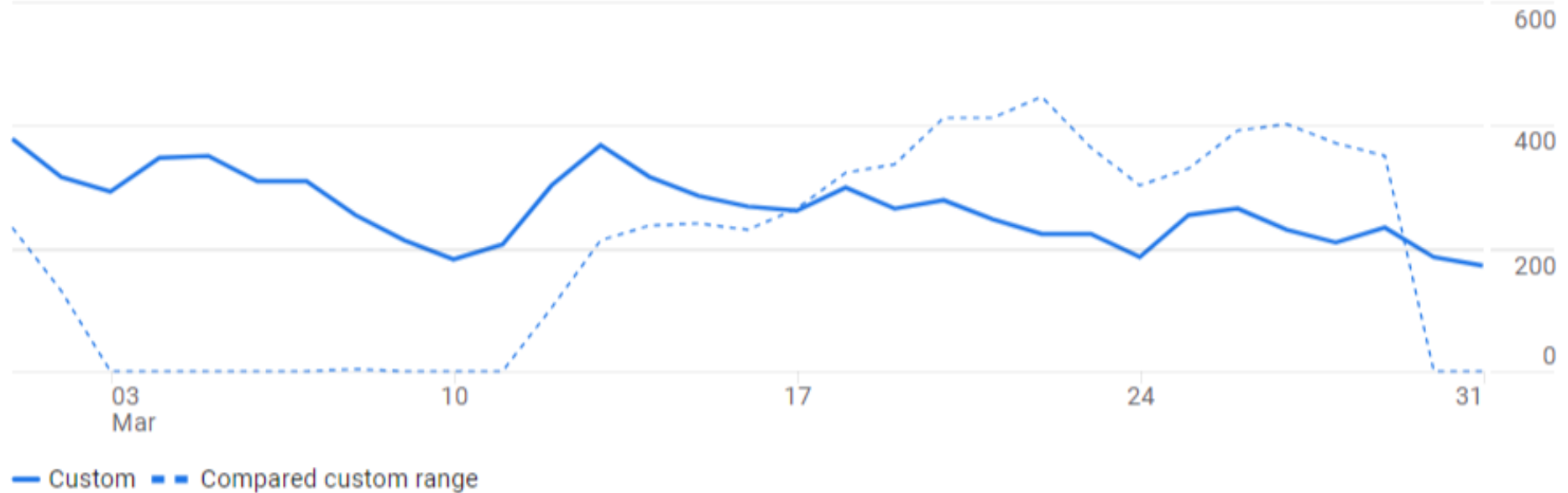
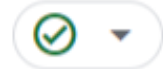
1m 10s

↑ 2.8%

Total revenue ?

Rs0

-





Organic Social Media Marketing **Portfolio**

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Facebook Report

From 10 January – 15 February

Sr.No	Items Obejectives	15 Days Target	35 Days Results
1.	Facebook Reach	2,84,000	501,545
2.	Facebook Page likes	5,000	9,147
3.	Post Engagement	40,000	79,018
4.	Reactions / Comments / Shares		38,723/ 473/92
5.	No. of Leads	650	1441/ 35 Days
6.	No of posts designed	10	16
7.	No of videos Edited	4	10
8.	Facebook Page Visitors	30,000	93,896
9.	New Page Followers	5,000	9,147
10.	Instagram Followers	1000	3151

Insights

From 10 January – 15 February

Overview

Facebook

Performance

Daily

Cumulative



Reach ⓘ

461.2K ↓ 67.9%

Content interactions ⓘ

14.6K ↓ 72.7%

Followers ⓘ

Lifetime

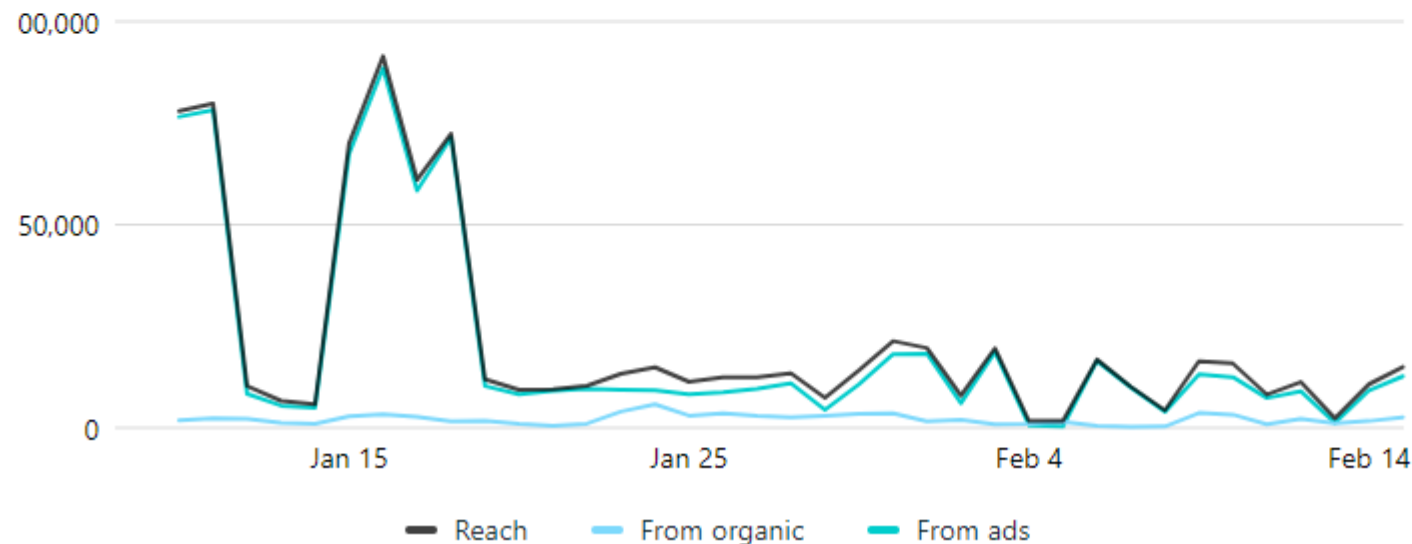
107.2K

Link clicks ⓘ

6.1K ↓ 60.1%

Minutes viewed ⓘ

2.9K ↑ 31.3%



Reach breakdown

Total

461,167 ↓ 67.9%

From organic

36,199 ↓ 10.4%

From ads

434,246 ↓ 69.4%

Page Likes

From 28 November – 10 January

ore.

Ad account: Ahmed Musab 23847155332900702 ▼

Nov 28, 2023 – Jan 10, 2024 ▼

Audience ⓘ

See audience report

Facebook Page likes ⓘ

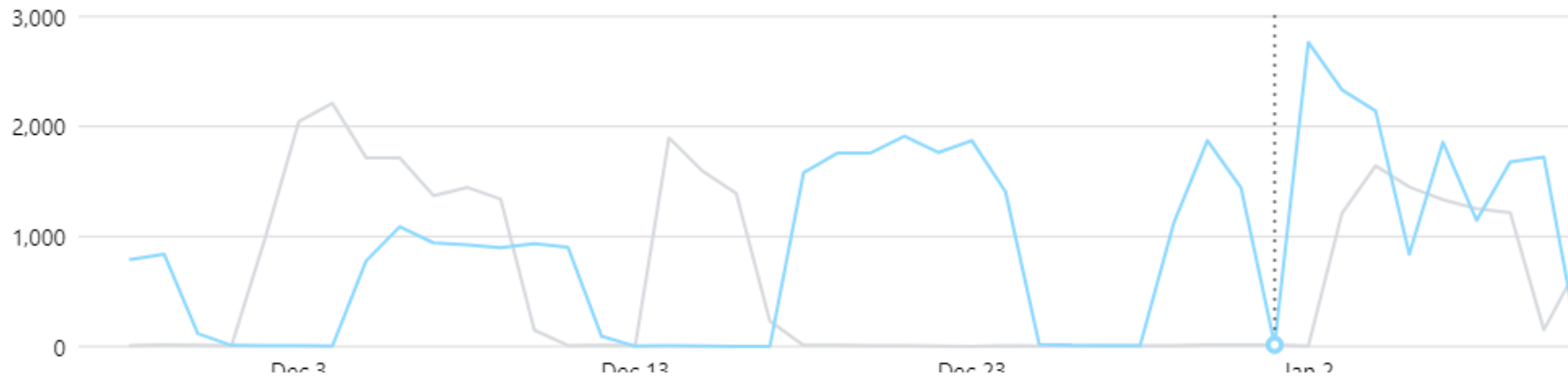
97,858

Facebook followers ⓘ

98,762

New Facebook Page likes ⓘ

39,759 ↑ 45.2%



Instagram Likes

From 10 January – 15 February

Instagram

Home

Search

Explore

Reels

Messages

Notifications

Create

Generate HashTags

Hashtags Metrics

Profile

Threads

More

paragoneducation.pk

Edit profile

View archive

Ad tools



79 posts

3,151 followers

45 following



Avg Likes per Post: 7
Avg Comments per Post: 0
Engagement Rate: 0.22%

[How these metrics are calculated](#)

[Based on 35 posts](#)

Paragon Overseas Education

Educational Consultant

Pakistan's Leading Education Consultant

97% Visa Success Rate

23 Branches in Pakistan

6BCAAUUM

[paragoneducation.pk](#)

76.8K accounts reached in the last 30 days. [View insights](#)



Study in **SE**



Branch Updat...



Study in **us**



Success Stories



Spot Paragon



Study in **AU**



Study in **GB**

POSTS

REELS

SAVED

TAGGED

